

Getting to the other 97 million while maintaining an Edge

An Internet Strategy (Drive the Net)

Stategic Internet Positioning for Δ OL

- \Diamond Pursue GNN service independently form and hoveine base brand to adhieve internet learning outve
- V Target and influence key platform Standards by using GNN position. Eg.
- Woodship adaging tools



Technical Alternatives

- \Diamond implement standards as they appear.
- Oeg. Web, WAIS, Gopher, Email, Java
- O Parimer with a Driver of the Net Eg.
- Wicrosoft Blackbird/WSW/Billing
- 0Sum/JAVA

Driving the Net Example

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 \text{Pick a platform, say JAVA}
 \]
- 8 Build a dient on that platform
- O Seed Startujos with future needs and equity. Sialanice a mankel. Keep signingsmi
- TOST WELVELL OUS OUT

"Program" other's materials Content Packaging Tools to

- () Develop software to be distributed
- VCross server aggregation (Z39.50,
- Mela-dala lagging of content,
- VUSCI PROBLING FOR POSSINALIZATION
- ACSIE HEAGEN WESTERN

Billing Services to enable distributed transactions

- Pariner MSN, Veriohone, . . .
- Oreste technical system using our ESTONAOIL USONS AND INTONICE VISA relationship (Redgate) and
-) Rejuites significant design,

Community Building Tools

- Develop and seed Internet with server Soliware (curent/inture):
- Ohat (IRQ/Ubique, 3D2)
- Vinai (listserve majordomo/ardine,
- (Sipprid (usard) antigrandity
- V Develop Glique as Internet Standard

Proposed Milestones for Internet Direction

- Oct 1 1995: Next level Plan
- ♦ Oct 7 1995: Plan Approved or Modified
- OGIO 1995: GIN Initial Service Launched
- Van 1 1990. Core team built wid Darimerships Unioughout AOI
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Requirements to Realize this Plan

- Decide if we Drive, Partner, or Follow
- Decide organizational structure, eg.
- ODoes this encompass GNN 3.0
- Who direst Where does it it in AOL?





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An Internet Strategy (Drive the Net)

Brewster Kahle Oct 1, 1995 DRAFT presentation

Stategic Internet Positioning for AOL

- ◊ Pursue GNN service independently form and revenue base brand to achieve Internet learning curve
- Target and influence key platform standards by using GNN position. Eg.
- ♦ Content packaging tools
- **Billing** services
- Ocommunity building tools

Technical Alternatives

- ♦ Implement standards as they appear.
- ◊eg. Web, WAIS, Gopher, Email, Java
- ♦ Partner with a Driver of the Net. Eg:
- *⊗***Netscape**
- **Sun/JAVA**
- O Drive the Net
- Officentiouse software companies

Driving the Net Example

- ◊ Pick a platform, say JAVA
- ◊ Build a client on that platform
- ♦ Seed startups with future needs and equity. guarantee a market. Keep significant
- ♦ Maintain Look-and-feel control, Q&A, relationship. Integration, Marketing, Customer

"Program" other's materials Content Packaging Tools to

- Develop software to be distributed ♦ Cross server aggregation (Z39.50,
- ♦ Meta-data tagging of content, standardized and automatic
- ♦ Enhance service for "programming"
- VUser profiling for personalization
- OPersonal interfaces, WebCrawler
- OFISITESS HOOF FOR CONTENT OWNERS

Billing Services to enable distributed transactions

- ♦ Partner? MSN, Veriphone, ...
- ♦ Create technical system using our test on AOL users and Internet. VISA relationship (Redgate) and
- ♦ Requires significant design, partnering, and building.

Community Building Tools

- Develop and seed Internet with server software (current/future):
- ♦ Chat (IRC/ Ubique, 3D?)
- ♦Email (listserve, majordomo/archive, search)
- **OBBoard** (usenet/conferencing)
- Develop Ubique as Internet Standard

Proposed Milestones for Internet Direction

- ♦ Oct 1 1995: Next level Plan
- ♦ Oct 7 1995: Plan Approved or Modified
- ♦ Oct 10 1995: GNN Initial Service Launched
- ♦ Jan 1 1996: Core team built with partnerships throughout AOL

Requirements to Realize this Plan

- ◊ Decide if we Drive, Partner, or Follow
- ◊ Decide organizational structure. eg.
- ♦ Does this encompass GNN 3.0 development?
- Develop financial plan and milestones

